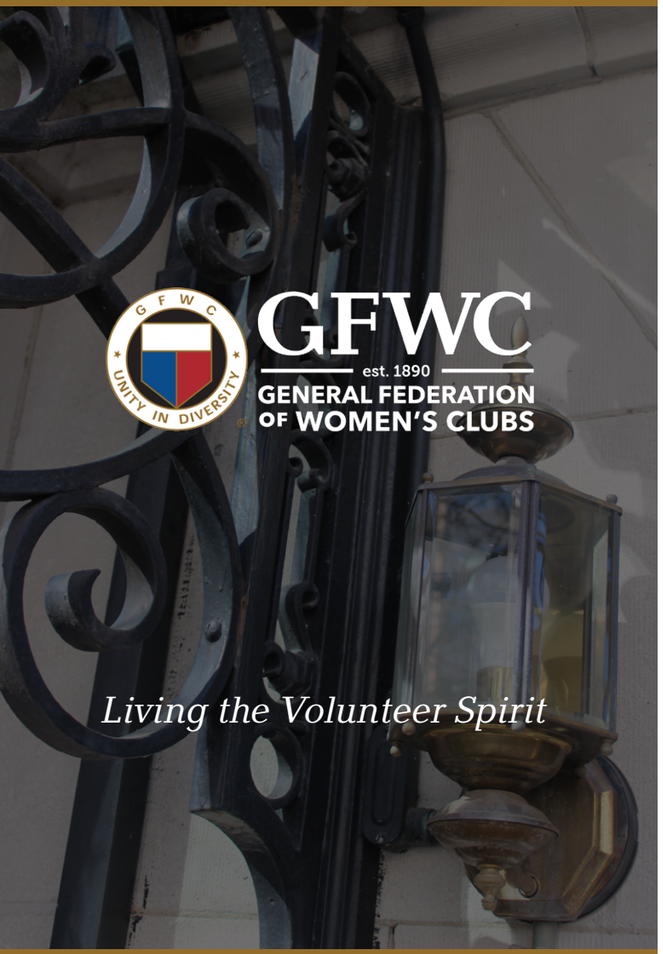
GFWC EMBLEM USE & CORPORATE COLORS



For assistance and approval of communication materials, please contact the GFWC Communications Department at *PR@GFWC.org*.
Or call us at 202.347.2937

CHOOSE CONSISTENCY

GFWC'S BRAND is not just what we say about our organization–just as important is what others have to say about us. Communicating consistently ensures brand messages remain accessible, recognizable, and relevant. Conflicting messages lead to confusion and dilutes the GFWC brand and reputation. Brand identity is the statement of who we are, what we stand for, and how we serve our audience. It defines our values, and embodies our vision, mission, and values.

OUR GFWC VALUES

- **Motivated By A Mission**
- **Dedicated to Improving Local Communities**
- **Committed to Volunteerism & Philanthropic Pursuits**
- **Participation & Partnerships**

Motivated By A Mission: Volunteerism for a better community and world.

Dedicated to Improving Local Communities: GFWC leads by serving others.

Participation & Partnerships: We work with and involve as many people as possible in our activites. Our Community Service Programs reflect the experience and best practices of volunteers nationally and around the world.

Don't just say what makes us special. Show this in a tangible way. Producing only high quality and consistent communication is evidence of what our brand promises.

Ask Yourself…

- Does it feel national and inclusive?
- Does it communicate a sense of quality?
- Does it follow our brand identity guidelines?
- Does it use the appropriate version of our Emblem?
- Are messages written in clear, concise, and succinct language?
- Is the work consistent with other GFWC materials?

THE RIGHT EMBLEM IN THE RIGHT PLACE … AND FOR THE RIGHT JOB

The GFWC Emblem with full name is a registered corporate logo and should feature prominently in all our communications, whether digital or print. It should never be altered and the ® must always appear.

Our Emblem may be used by itself within GFWC exclusively. It should never be used as a substitute for our full GFWC Logo with name. It should not be altered and the ® must always appear.

EMBLEM CLEAR SPACE

The correct minimum clearance from other content and your document edge is to use half the size of the full GFWC Emblem to visually position it. When the clear space is at least the same size as half the Emblem, then adequate clearance is applied.



Minimum space around the Emblem is half its size.

Text, image, and other visual content must remain outside of this space.

THE GFWC EMBLEM in two formats: 1) Horizontal and 2) Vertical. The primary Emblem is the horizontal format with the secondary the vertical. The two formats allow for you to accommodate the space limitations of your design, optimizing consistency throughout the Federation. The Emblem should appear on plain rather than patterned backgrounds.

FULL COLOR

Positive color version for use on light backgrounds.

FULL COLOR REVERSE

Color version for use on dark backgrounds

SINGLE COLOR

Single solid color version for use on basic single-color applications.

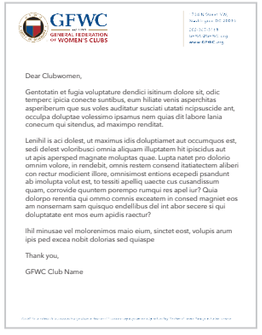
FILE TYPES

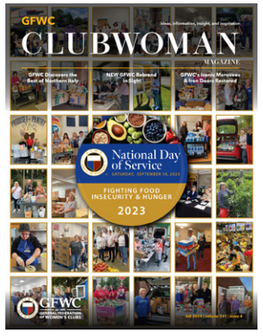
JPG or JPEG images have an automatic white background and are used for web graphics and digital communications such as emails.

PNG files are high-resolution and maintains color depth and details throughout the graphic design process. The PNG's transparent background is ideal for printed, and digitally color-printed materials. It is the recommended format for use by graphic designers. ***Recommended Format***

EPS files are the industry standard for professional printing. Graphic designers and printers prefer this file format.

EMBLEM PLACEMENT





Use the Full Color GFWC Emblem on light or white backgrounds where the contrast is clear. When using a dark background, use the Full Color Reverse GFWC Emblem for clarity.

LOGO SIZES

To ensure our Emblem is applied consistently across different GFWC documents, it should be scaled to the following sizes. When resizing the Emblem, make sure you keep the right proportions. Do not distort the Emblem.

Document Size:	Emblem Size:
Letter	3 x 1 inch
Legal	3.5 x 1.15 inch

IMPROPER USE



USING GFWC COLORS

Color is one of the most visible and emotive components of any brand identity. It should be used with care and consistency to ensure that the integrity of the identity is maintained.

We use PANTONE MATCHING SYSTEM® (PMS) as our color reference to ensure color consistency across all our printed materials, the corresponding CMYK four color process printing method is used. Advising your professional printer of our PMS colors will ensure accurate color matching when printed in CMYK. For digital use, RGB and HEX color references are provided.

GFWC CORPORATE COLORS

PMS: 1805 C
CMYK: 21,97,90,12
RGB: 175,39,47
HEX: #7c2529

PMS: 7559 C
CMYK: 36,53,98,18
RGB: 148,108,42
HEX: #946c2a

PMS: 293 C
CMYK: 99,78,18,4
RGB: 16,76,138
HEX: #104c8a

SECONDARY GFWC COLOR PALETTE

For Use as Accent Colors Only

The "Secondary Color Palette" is to be used in complement with GFWC's Primary Colors. These do not replace any of the colors used on the rebranded Emblem.

PMS: 2767 C
CMYK: 75, 45, 0, 71
RGB: 19, 41, 75
HEX: #13294b

PMS: 7401 C
CMYK: 4,8, 41, 0
RGB: 245, 226, 165
HEX: #f5e2a5

GFWC FONT FAMILIES

Using the right typeface is an important part of the overall GFWC identity. It is integral in presenting a distinctive and coherent image of GFWC. The primary typeface for high volume marketing communications is Times, selected for its universal appeal.

Additionally, Arial has been chosen as a secondary typeface for internal documents. It is available as a standard system typeface on PC and Apple computers in a variety of weights and styles.

GFWC FONTS

DESIGNER GFWC FONTS

Avenir Next
Museo Slab
Baltica Bold

Designer GFWC fonts are available with a subscription to Adobe Creative Suite or for individual purchase on myfonts.com.

Recommended Styles for Documents:

Arial Regular	Body Text
Arial Regular Italic	*Bullet Points, Quotes, and Footnotes*
Arial Bold and Arial Bold Italic	**Titles, Heading, Bullet Points, *Quotes, and Highlights***
Arial Black	Titles and Headings
Times Regular	Body Text
Times Regular Italic	*Bullet Points, Quotes, and Footnotes*
Times Bold	**Titles, Headings, Bullet Points,**
Times Bold Italic	***Quotes, and Highlights***

Sample Font Sizes for Letters and Legal Documents:

Document Title	(36 to 80 pt)
Page Headings	(24 to 80pt)
Introductions and Sub-Headings	(14 to 24pt)
Quotes and Pull-Out Text	(10 to 12pt)
Bullet Points and Highlighted Text	(10 to 12pt)
Document Body Text	(10 to 12pt)



CHOOSING THE RIGHT IMAGE

When communicating the GFWC brand through imagery, ask yourself:

- Does it feel inclusive?
- Does it communicate a sense of quality and community leadership?
- Does the image(s) positively illustrate GFWC activities?

When in doubt, consult with the Communications Department.

TEMPLATES FOR EVERYDAY

For your convenience, standard Microsoft Office document templates that already include the latest branding are available in the GFWC Digital Library under "L".

Templates:
1) Color Letterhead
2) Black & White Letterhead



Please contact the Communications Department at *PR@GFWC.org* if you need a template that is not yet available.